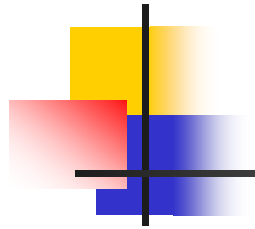


# ILC Communications

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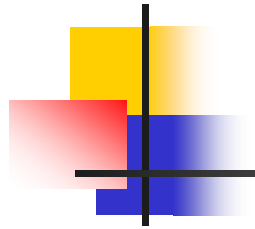
Jonathan Bagger  
Presentation to HEPAP



## ILC Communications

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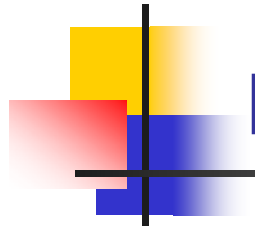
- The ILC will require a sophisticated communications strategy
  - For the global project, the GDE has created a professional communications team with representatives from each region
  - For North America, an independent Communications Committee has been set up under the auspices of the LCSGA



## ILC Communications

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- In each case, the goal is to develop a crisp, clear and compelling message
- And enable it to be delivered to various audiences
  - ILC physics community, global HEP community, other physicists, other scientists
  - Industrial partners, the press, the public, educators and government officials



# LCSGA Communications Committee

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- Membership

Jonathan Bagger, Chair (JHU)

Jim Brau (Oregon)

Neil Calder (SLAC)

Judy Jackson (FNAL)

Ritchie Patterson (Cornell)

William Trischuk (Toronto)



# ILC Communications Activities

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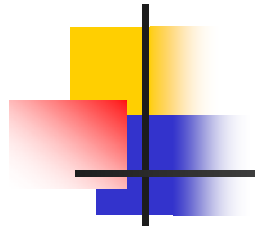
- Basic communication tools
  - Interactions ([www.interactions.org](http://www.interactions.org))
  - ILC web site ([www.linearcollider.org](http://www.linearcollider.org))
  - ILC Newslines
  - ILC brochure
- *Discovering Quantum Universe*
  - Web site
  - Congressional distribution
  - Congressional rollout
    - R&D Caucus with Brian Greene



# ILC Communications Activities

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- EPP2010 Report
  - Press coverage
    - *Science, Nature, NY Times, Economist, CS Monitor ...*
  - Washington briefings
  - Opinion pieces
- ILC Speakers Bureau
  - Communications Workshop / Vancouver
    - Trained corps of ILC speakers
    - Web site with communications tools
  - APS, AAAS meetings



# ILC Communications Activities

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- Particle Physics Envoy Program
  - Goal
    - Create trained envoys who understand and represent the entire field, who will develop long-term relationships with policymakers in Washington
  - Steering group
    - Judy Jackson, Neil Calder, together with representatives from FNAL UEC, SLUO, ATLAS, CMS, LSCGA, DPF
  - Timeline
    - Early autumn